

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 01830 090626Z

ACTION AGRE-00

INFO OCT-01 NEA-10 ISO-00 EB-08 SSO-00 COME-00 /019 W

-----027552 090631Z /15

O R 090540Z MAR 78

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC IMMEDIATE 1335

INFO AMEMBASSY CAIRO

AMEMBASSY TEHRAN

UNCLAS JIDDA 1830

E.O. 11652: N/A

TAGS: EAGR, BEXP, XF

SUBJ: FAS FOODSTUFFS SALES TEAM

REF: STATE 31164

1. WE HAVE JUST RECEIVED LEHRER LETTER WITH DETAILS ON COMPANY PRODUCTS AND THERE ARE PROBLEMS WHICH REQUIRE IMMEDIATE USDA ATTENTION.

(A) HOW ARE FROZEN GOODS BEING SHIPPED TO JIDDA? IN 77 JIDDA 8670 WE MADE IT CLEAR THAT AIR FREIGHT WOULD PRESENT UNSURMOUNTABLE PROBLEMS AND EMBASSY CANNOT GUARANTEE RETRIEVAL OR CLEARANCE OF GOODS SENT BY ANY MENAS OTHER THAN APO. TO OUR KNOWLEDGE THERE IS NO WAY TO SEND FROZEN PRODUCTS BY APO.

(B) LOUIS RICH INC. INTENDS SHIP HAM, PASTRAMI AND HOT DOGS TO JIDDA. PORK PRODUCTS ARE PROHIBITED IMPORTS IN SAUDI ARABIA AND ANY HINT OF THEM IN SHIPMENTS WILL JEOPARDIZE ENTIRE SHIPMENT.

(C) EXACTLY HOW MUCH FREEZER SPACE IS REQUIRED FOR FROZEN PRODUCTS? THERE IS NO BULK FACILITY AVAILABLE AT EMBASSY OR HOTELS FOR QUANTITIES SUGGESTED IN PARTICIPATION AGREEMENTS RECEIVED WITH LEHRER LETTER. RENTAL OF OTHER FACILITIES, IF POSSIBLE, WILL PRESENT LOGISTICS PROBLEMS WHICH WE CAN LIVE WITH, BUT WHICH SALES TEAM SHOULD UNCLASSIFIED

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UNDERSTAND BEFORE COMING HERE.

(D) BROCHURES: IF POSSIBLE, SEND 200 MISSION BROCHURES TO PERMIT WIDER DISTRIBUTION LOCALLY. NO COMPANY LITERATURE HAS BEEN RECEIVED YET.

2. HOTEL: KANDARA PALACE HAS NOT RPT NOT RECEIVED AMERICAN EXPRES RESERVATION. INFORM IF YOU WISH EMBASSY

TO RESERVE HOTEL ROOMS, AND IF SO HOW MANY. LEHRER LETTER
REFERS TO NINE SINGLES; IS MRS BENJAMIN WINKLER ACCOMPANY-
ING HER HUSBAND ALSO?

3. BRIEFING MATERIALS: PRIOR TO DEPARTURE PLEASE DIS-
SEMINATE TO TEAM MEMBERS 77 JIDDA A-81 ON SAG LABELING
REGULATIONS.

4. FMC'S PRICIPATION AGREEMENT STATES ITS BUSINESS
OBJECTIVES ARE EXPLAINED IN AN ENCLOSED LETTER. PLEASE
SUMMARIZE BY CABLE FMC'S OBJECTIVES HERE.
WILEY

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NNN

Message Attributes

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Decaption Date: 01 jan 1960
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Disposition Reason:
Disposition Remarks:
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From: JIDDA
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ISecure: 1
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